

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1-40. (canceled)

41. (presently amended) A method of marketing wherein a plurality of customers in a plurality of stores use wireless bar code reading terminals to read bar codes related to products in the stores, the method comprising the steps of:

maintaining at least one database of customer accounts having information related to ~~at least one of~~ present customer coupons that can presently be redeemed and future customer coupons not presently redeemable ~~and present customer scanning points~~;

and

displaying on the customer's terminal an indication of the status of the customer's account including the status of the present customer coupons and future customer coupons.

42. (presently amended) The method according to claim 41, wherein the customer account further has information relating to ~~at least two of present customer coupons, future customer coupons and present customer scanning points~~.

43-108. (canceled)

109. (new) The method of claim 41, further comprising the steps of:  
  
maintaining at least one database relating to shopping behavior for a plurality of customers; and  
  
providing a product coupon to a customer in response to the reading of a bar code by the customer with one of the wireless bar code reading terminals by dynamically changing a characteristic of the product coupon.

110. (new) The method of claim 109, wherein the characteristic is changed based upon whether or not the customer is in the customer database.

111. (new) The method of claim 109, wherein the characteristic is an amount of the product coupon.

112. (new) The method of claim 111, wherein the amount of the coupon is based upon the type of store.

113. (new) The method according to claim 111, wherein the amount of the coupon is based upon at least one of the time of day, the day of the week, and the month of the year.

114. (new) The method according to claim 111, wherein the amount of the coupon is based upon the type of terminal.

115. (new) The method according to claim 111, wherein the amount of the coupon is based upon the terminal IP address.

116. (new) The method according to claim 111, wherein the amount of the coupon is based upon a UPC bar code being read.

117. (new) The method of claim 41, further comprising the steps of:  
maintaining at least one database relating to the products in the stores;  
assigning a prize to at least one product in the database;  
and providing the prize to a customer in response to at least the reading of a bar code by the customer associated with the at least one product.

118. (new) The system according to claim 117, wherein the prize is a coupon.

119. (new) The system according to claim 117, wherein the prize is scanning points added to an account of the customer.

120. (new) The method of claim 109, wherein the step of providing includes providing a future customer coupon to the customer redeemable at a next shopping trip.

121. (new) The method of claim 42, further comprising the step of adding scanning points to the customer scanning points information in the customer account in response to at least the reading of a bar code by the customer with one of the wireless bar code reading terminals

122. (new) The method according to claim 121, wherein the scanning points are added in response to reading of a bar code and the purchase of the item represented by the bar code.

123. (new) The method according to claim 121, further comprising the step of cashing out the customer's scanning point account.

124. (new) The method according to claim 123, wherein the step of cashing out the scanning point account comprises printing a voucher.